

Congressional Travel & Tourism Caucus

Improving Public Diplomacy through International Travel Act

Introduced by Co-Chairs Sam Farr (CA-17) and Jon Porter (NV-03)

- This legislation is aimed at improving the America's image abroad through people to people contact. (ie. International visitors traveling to America, meeting Americans)
- This act will establish a competitive grant program that will help return international visitor levels to their past record levels.
- The grant program will be administered through the Department of State's Office for Public Diplomacy and Public Affairs currently run by Undersecretary Karen Hughes. This office's mission shares this same goal of improving America's image abroad.
- Grants will be offered in amounts from \$150,000 to \$1 million. This act will authorize \$50 million over five years.
- This competitive grants program will focus on the nation's top five overseas markets, starting with Canada and phasing in the other top four countries over five years.
- Enacting this grant program will not require that any new money be appropriated.
- This legislation is endorsed by the Travel Industry Association, the Travel Business Roundtable, the Discover America Partnership, and the Southeast Tourism Society.
- Please contact Rep. Farr's office at (202) 225-2861 or Rep. Porter's office at (202) 225-3252, with any questions.